

# State of Michigan WIC Division

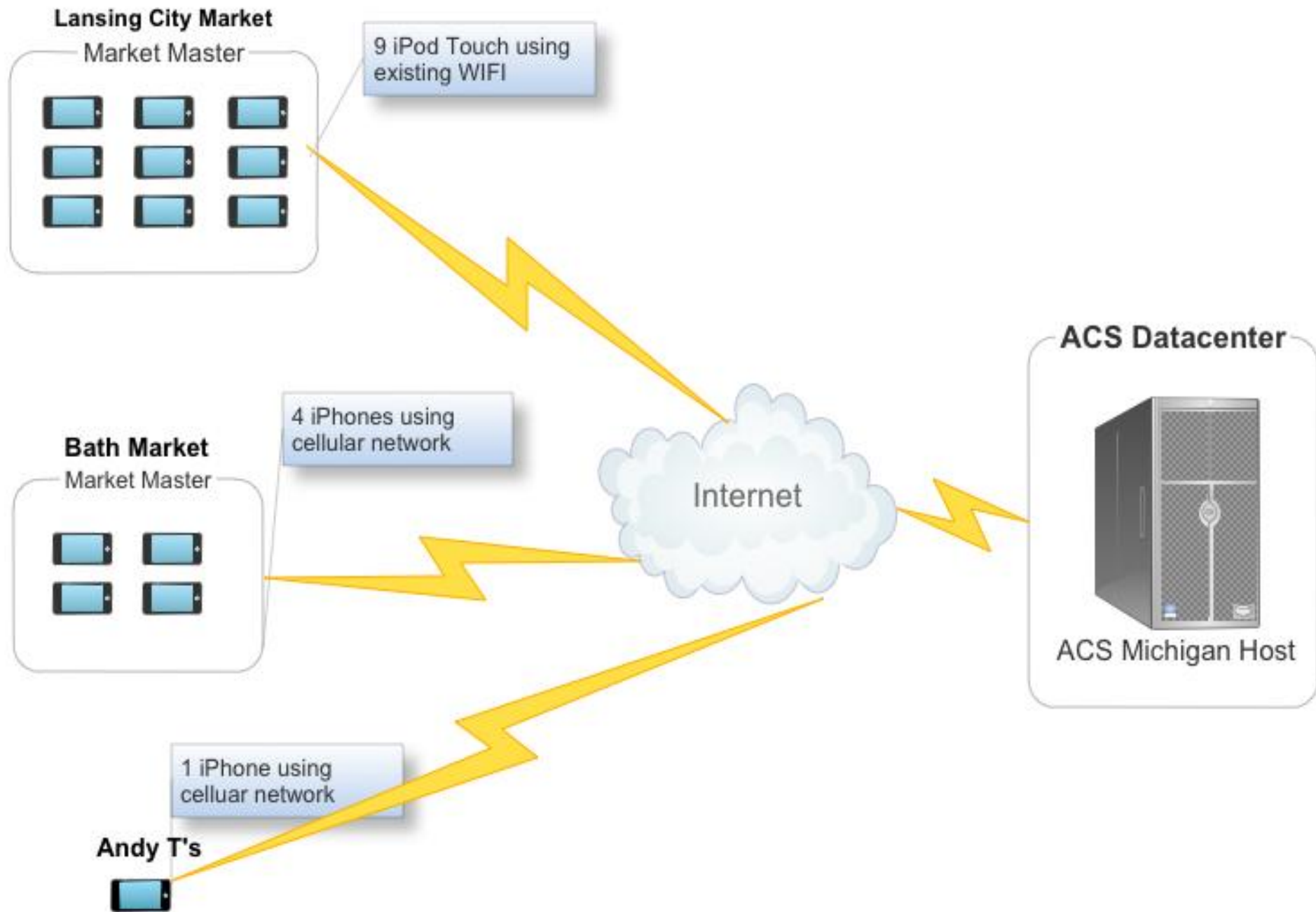
Key Project Updates  
October 28, 2010

# Agenda

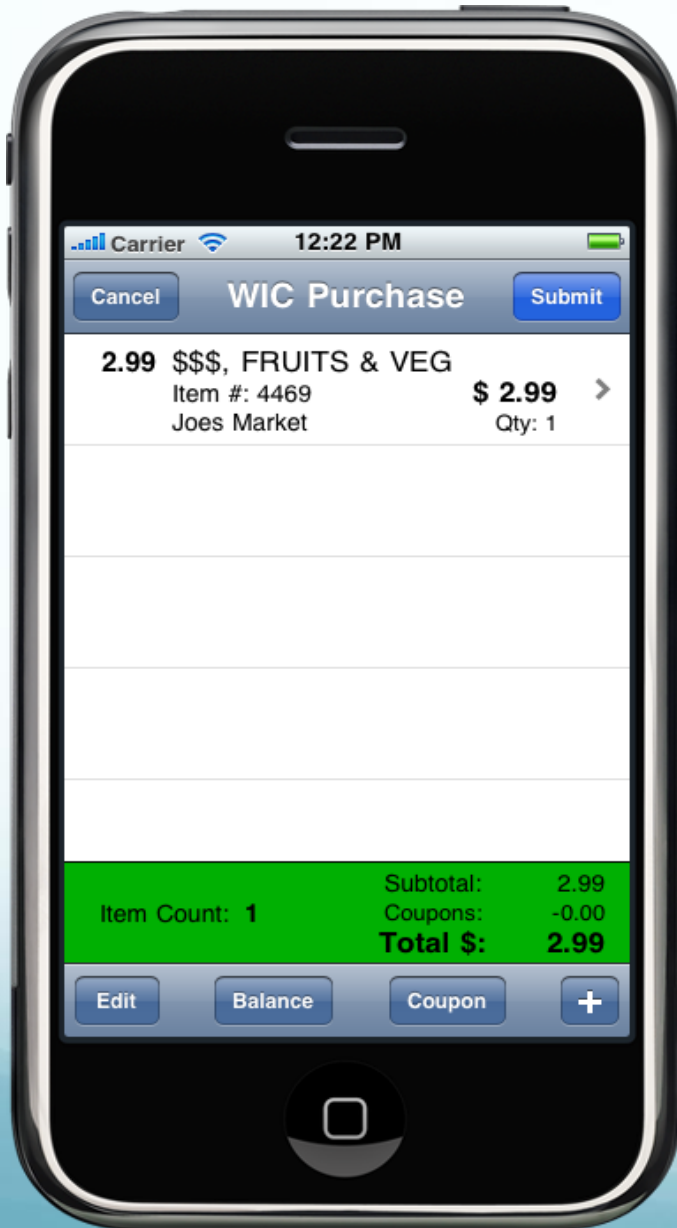
- Agenda Items
  - New Project Initiatives
    - Mobile Market for Farmers Markets
    - APL Central

# About the Farmers Market Project

- Pilot Goals/Solution Design
  - Provide a cost effective mobile solution for farmers markets in Michigan.
  - Solution to provide the ability to process credit/debit, SNAP and WIC CVB transactions.
  - Enable Market Master to reconcile to an individual farmer.
  - Solution should operate under the assumptions of no power or electricity at the market



# Mobile Market and Reader

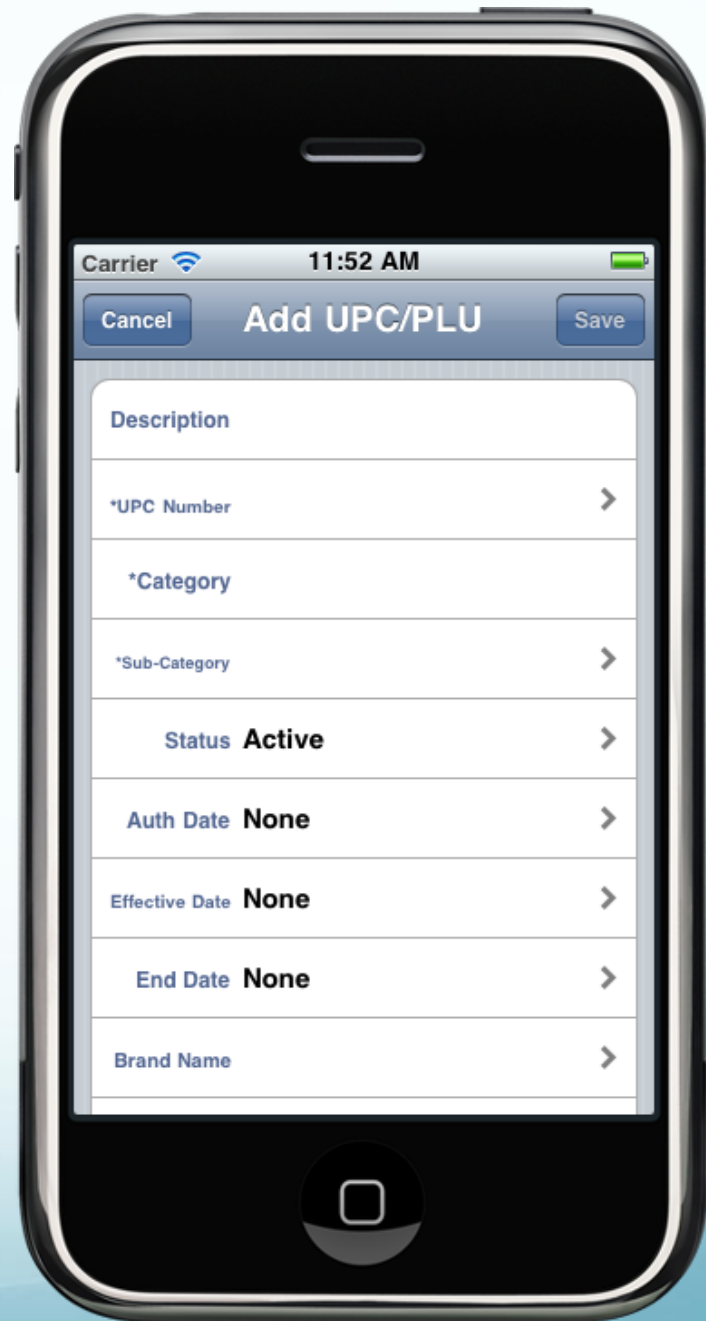


# Current Status

- Mobile Market has passed USDA Testing and certification
- Approved by Apple and on Apple Store
- Pilot is scheduled to start on November 11, 2010
- Pilot will last for approximately 6 months

# APL Central

- iPhone or iPod solution enables states to remotely add and manage UPC's
  - Items can be scanned or manually entered
- Real time updates and synchronization with MI-WIC eligibility system
- Ability to add product photos, view vendor and peer group information.
- APL Central Portal that allows vendors to submit UPC requests online for state validation – eliminates fax/paperwork.



UPC Requests Detail for 0025500067643 (025500067643)

pamela123

# Current Status

- State Testing completed
- Pending Apple Approval for availability on the App Store
- Pilot is schedule to start by November 15, 2010